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...m Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 720-4330

Letter No. 2558

May 15, 1992

ANY DAY NOW, look for the U.S. to publish a substantial list of imports from the European Community on which the U.S. proposes to increase tariffs. That's the next step in the resolution of a five-year oilseed dispute with the EC. The U.S. would like to see the matter settled without raising tariffs. Secretary of Agriculture **Edward Madigan** says he hopes we can get it resolved through negotiations before the list becomes effective. **Contact: Roger Runningen (202) 720-4623.**

AGRABILITY PROJECT -- USDA has awarded 12 "AgrAbility Project" grants for nearly \$1.5 million to 14 states to fund new and existing education and technical assistance programs for farmers with disabilities. The 14 states are: Idaho, Illinois, Indiana, Iowa, Louisiana, Michigan, Minnesota, New York, North Dakota, South Carolina, Wisconsin, Montana, Vermont and New Hampshire. The project enables USDA's Extension Service agents and other ag and health professionals to identify farmers with disabilities and provide technical assistance to them in adapting to and using modified farm equipment and tools. **Contact: Brad Rein (202) 720-5285.**

U.S. FARMERS LOST nearly 4.4 million head of cattle and calves to disease and other causes last year. Respiratory ailments lead the causes of loss with 31 percent of total deaths -- valued at \$624 million. The second leading cause of deaths was digestive problems with nearly 21 percent of the total, valued at \$395 million. Predators -- primarily coyotes -- caused 2.4 percent of the total. The coyote losses were valued at \$24.3 million during 1991. **Contact: Glenda Shepler (202) 720-3040.**

SALMON HABITAT -- USDA's Forest Service has established a team of scientists and fisheries specialists to develop new measures for improving salmon and steelhead habitats on National Forest System lands throughout the western United States, including Alaska. The team will work with federal agencies, state authorities and special interest groups during its study. **Contact: Len Carey (202) 205-1782.**

CHILD NUTRITION GUIDE -- Secretary of Agriculture **Edward Madigan** has begun nationwide distribution of 350,000 copies of a new guide for child nutrition programs to schools, child care providers and summer program sponsors. "This publication gives practical guidance to help food service professionals provide sound nutrition to America's children," Madigan says. Madigan says he promised school children last September that their school food service staffs would have the tools they need by 1994 to put the Dietary Guidelines' recommendations to work in America's school cafeterias. This new guide is the first of a series. **Contact: Darlene Barnes (703) 305-2286.**

NEWSLINE ON FAX -- USDA Radio's Newline has joined the **Farm Broadcasters Letter** on USDA's Ag NewsFAX. Each day the Newline will be available by 5:30 p.m., Eastern Time. The four-digit number needed to retrieve it will always be the same: 9250. To receive the **Newline** from Ag NewsFAX, use the telephone connected to your FAX machine to call (202) 690-3944. Then, press 1 4 9250 # 3 on the telephone and the start button your FAX machine. The **Farm Broadcasters Letter** continues to be available on the Ag NewsFAX each Thursday by 2 p.m., Eastern time. If you encounter a problem, call **Diane O'Connor** (202) 720-2168.

SWEET ONION ACREAGE UP -- Consumers should see more sweet Spanish onions this spring. Spring onion acreage is up 21 percent, USDA economists report. If conditions hold, growers will harvest spring onions from 32,200 acres this year in four states -- Georgia, Texas, Arizona and California. Production in Georgia and Texas together total 4.35 million hundredweight, 25 percent above last year. Georgia growers will harvest 1.56 million hundredweight of Vidalia onions, which are grown only in Georgia. Summer, non-storage onion acreage is estimated at 11,300 acres, which is down 8 percent from last year. **Contact: Arvin Budge** (202) 720-3843.

POULTRY IRRADIATION -- USDA has proposed rules that will permit poultry irradiation to control bacteria that can cause foodborne illness. "If this measure is adopted, we believe poultry irradiation could play a significant role in food safety," says **H. Russell Cross**, administrator of USDA's Food Safety and Inspection Service. The public has until July 6 to submit comments on the proposal, which would allow a range of 1.5 to 3.0 kiloGray of irradiation. Cross says this small dose would safely and effectively control harmful bacteria such as **Salmonella**, **Listeria** and **Campylobacter**. **Contact: Jim Greene** (202) 720-0314.

FIELD STRUCTURE REVIEW -- Secretary of Agriculture **Edward Madigan** and Director of the Office of Management and Budget **Richard Darman** have formed a joint "SWAT Team" to review USDA's field structure. The review will determine whether current USDA field structure is both effective and efficient in administering programs that serve the nation's ag communities and manage the nation's forests. **Contact: Roger Runnigen** (202) 720-4623.

WORLD WHEAT CROP UP -- Preliminary projections for 1992-93, suggest the world wheat crop will increase slightly from 1991-92. However, supplies will remain relatively tight. Because consumption will slightly exceed the increased production, ending stocks will drop marginally. **Contact: Ray Bridge** (202) 720-5447.

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FROM OUR RADIO SERVICE

AGRICULTURE USA #1823 -- On this edition of **Agriculture USA**, John Snyder talks with USDA economists who have been working in Eastern Europe where sweeping changes are affecting farmers and consumers alike. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1305 -- Improving salmon habitats, plant plastic; nutrition and health; the promise of persimmon; do we want organic foods? (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1814 -- USDA News Highlights; conservation compliance; early price projections for 92-93; farm real estate values; straw mulching. (Weekly reel of news features.)

NEWS FEATURE FIVE #1520 -- Safe and synergistic compounds; target-specific mesquite control; pre-peeled oranges; coating produce for freshness; Americans are eating smarter. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., May 27, weekly weather and crop update, cotton and wool update; Thurs., May 28, ag income/finance, world tobacco situation; Fri., May 29, export outlook, world sugar situation, U.S. ag prices. (These are the **USDA** reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- Pat O'Leary has a three-part series on national forest tourism; Lynn Wyvill reports on U.S. rice production; Dave Luciani of Michigan State University reports on produce packaging that prevents spoilage.

ACTUALITIES -- USDA meteorologist Norton Strommen with a crop and weather update; USDA World Agricultural Outlook Board chair James Donald analyzes this week's crop report; USDA economist Janet Livezey on rice; USDA Soil Conservation Service chief William Richards on conservation compliance.

UPCOMING FEATURES -- Pat O'Leary reports on potato production; DeBoria Janifer on USDA turfgrass research; Lynn Wyvill on farmers with disabilities.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

*Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8:
Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:45 a.m., EDT, and
Mondays from 8 - 8:45 a.m., EDT.*

OFFMIKE

ITS BEEN FUN AND HELPFUL...says **Randy Rasmussen** (KMA, Shenandoah, Iowa) about a project that benefits his local FFA chapter. Randy spent two weeks in April and May working at 20 agriculturally-related businesses in the station's area, and also doing his noon show from the site. He says the range of work has been varied including making pizzas, operating a bulldozer, serving as a florist and assistant to a chiropractor. His \$50 salary at each business was donated to the FFA chapter. Randy says the project received coverage in the newspapers. **Tom Beavers** (KMA, Shenandoah, Iowa) has produced 20 three-minute programs about the beef industry, including nutritive value of beef, how to cook it, and the environmental aspects of production. Tom says it has been well received among listeners.

VIDALIA ONIONS...specialty crop is the largest in both volume and quality this year, says **Everett Griner** (Southeast Agrinet, Moultrie, Ga.). Acreage has increased to 9,000 acres, with an average yield of 325 50-pound bags per acre.

Farm Broadcasters Letter



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CASH CROP PRODUCERS...have a positive attitude this year, says **Les Houck** (Agri Broadcasting Network, New Holland, Pa.), but pork producers remain concerned about prices. Les says his area consumes more grain than it produces, therefore the network broadcasts daily cash grain prices in Delaware, Maryland and Pennsylvania.

GARDENING INFORMATION...along with the usual market reports and farm programming has generated listener response, says **Warren Baker** (WNCT, Greenville, N.C.). He says the county Extension Service agents in his area have been a major source of information. Not everybody farms, but a whole lot of people garden.

VIC POWELL

Chief, Radio and TV Division